

Message Text

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AMEMBASSY LONDON

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AMEMBASSY TOKYO

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UNCLAS MILAN 0489

E.O. 11652: N/A

TAGS: BEXP IT

SUBJ: MULTI-COMPANY BSP FINAL REPORT

1. DO-IT-YOURSELF MULTI-COMPANY BSP

2. U.S.T.C. MILAN, APRIL 4-7, 1974

3. FIFTYSIX EXHIBITORS

4. SALES DURING SHOW \$43,220

5. SALES PROJECTED SUBSEQUENT YEAR

A) NTM - 338,000 DOLS.

B) OTM - 2,920,000 DOLS.

6. NA

7. NA

8. NA

9.

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TOTAL REGISTERED 5,351

10. A) STANLEY WORKS ITALIANA, FIGINO SERENZA (COMO), PATRIZIO MUSA, PRODUCTS MARKETING MANAGER STATED, "THIS FIRST DO-IT-YOURSELF SHOW AT THE U.S. TRADE CENTER PROVED TO BE EXTREMELY SUCCESSFUL IN SENSITIZING CONSUMERS AND IN TESTING REACTION TO OUR PRACTICAL DEMONSTRATIONS. SHOW GENERATED RESULTS BEYOND OUR EXPECTATIONS. SHOWS LIKE THIS ARE INSTRUMENTAL IN OBTAINING A LARGER SHARE OF BOOMING DO-IT-YOURSELF MARKET. "MUSA EXPECTS THAT \$600,000 WORTH OF MERCHANDISE WILL BE SOLD IN ENSUING 12 MONTHS AS RESULT THIS SHOW. CLEARED.

E .O. MENEGHETTI, MANAGER OF LARIR INTERNATIONAL, REPRESENTATIVE OF HEATHKIT ST. JOSEPH, MICH., NOTED, "THE INTEREST SHOWN BY THE VISITORS SUPPORTS MY OPINION THAT THIS SHOW SHOULD BE REPEATED WITH NEW-TO-MARKET U.S. FIRMS INASMUCH AS THE MARKET IS NOW READY TO BE EXPLOITED." HE PROJECTED \$30,000 IN 12-MONTH SALES. CLEARED.

11. THIS SHOW WAS FIRST OF ITS KIND HELD IN ITALY, AS WELL AS FIRST MULTI-COMPANY BSP HELD IN MILAN T.C. EXHIBIT WAS AIMED PRINCIPALLY AT ENDUSERS BELIEVED TO BE PRIME PROSPECTS FOR THESE TYPES PRODUCTS AND SUPPLIES. SOME KIND OF RECORD MAY HAVE BEEN SET BECAUSE ONLY 43 CALENDAR DAYS ELAPSED FROM SHOW CONCEPTION TO INCEPTION. PRE SHOW ACTIVITIES WERE CARRIED OUT WITH COOPERATION OF "FAI-DA-TE- (DO-IT-YOURSELF) NEWLY ESTABLISHED MAGAZINE COVERING THE SECTOR. COMBINED EFFORTS PROVED VERY EFFECTIVE AND MAY POINT WAY TO NEW PROMOTIONAL TECHNIQUE WHICH MIGHT IN FUTURE BE ADOPTED IN SIMILAR ACTIVITIES. HE EVENT, INAUGURATED BY LINO MONTAGNA, DIRECTOR, MUNICIPAL DEPT. CULTURE AND TOURISM AND CONSUL GENERAL FINA, WAS AMPLY PUBLICIZED BY ITALIAN TELEVISION, RADIO AND PRESS. COVERAGE ALSO RECEIVED ON PRIME TIME EVENING TV NEWS. A SHORT FILM WAS TAKEN UNCLASSIFIED

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AND WILL BE PROJECTED IN 1,000 MOVIE THEATERS IN ITALY FOR 5 MONTHS. ALL PARTICIPANTS EXTREMELY LAUDATORY REGARDING INITIATIVE TAKEN BY T.C. PHYSICAL PREPARATIONS, AND ITS EFFECTIVENESS IN PROMOTING SHOW. CONTINUOUS HEAVY FLOW OF HIGH QUALITY VISITORS PROMPTED MANY FAVORABLE EXHIBITOR COMMENTS. VIRTUALLY ALL SUGGEST REPEAT SHOW IN ONE YEAR. FINA

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